(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANGOUDA R. PATIL): (a) No, Sir.

(b) to (d) Do not arise, in view of (a) above.

Brand Equity Fund for textiles and apparel products

1914. SHRIMATI JAMANA DEVI BARUPAL:
DR.T.SUBBARAMI REDDY:

Will the Minister of TEXTILES be pleased to state:

(a) whether Government propose to operate the Brand Equity Fund, exclusively for textile and apparel products to intensify market promotional measures to consolidate the existing markets and to develop new potential markets in Latin America and Africa;

(b) whether the Textile Ministry has taken up the issue with the Ministry of External Affairs to issue preferential trading blocks;

(c) if so, whether textile experts have suggested that the textile imports be minutely monitored; and

(d) if so, to what extent Government has considered these suggestions?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANGOUDA R. PATIL): (a) Government is already operating a Brand Equity Fund Scheme to promote Indian brands in overseas markets with the primary objective of brand promotion.

The Central assistance under the scheme is provided for the following activities:

- to finance the activities linked to the objective of brand promotion as distinct from export promotion.
- Undertake international promotions to project India as a whole as well as specific production sectors *viz.,* Industry, agriculture, services etc.
- Support sectoral promotions: *e.g.,* within industry, specific industries like engineering, textiles, electronics, pharmaceuticals, softwares etc.

- Support product group promotion within each sector: *e.g.,* within engineering products, segments like cycles, automobiles etc.
- Support particular brands which have achieved world class quality and performance standards.
- Support domestic awareness generation programme directed at quality and high business ethics.

The scheme is also applicable to promotion of India's apparel and textile brand in the markets abroad, including to Latin America.

(b) Yes, Sir.

(c) and (d) Government is keeping a watch on the imports and would strive to ensure that imports do not cause any serious detriment or injury to the domestic industry. In case any unfair trade practices come to the notice, action, if necessary, under anti-dumping, countervailing measures etc. of the WTO could be taken.

Export of textile products

†1915. SHRI LAJPAT RAI:
SHRI RAJIV RANJAN SINGH 'LALAN':

Will the Minister of TEXTILES be pleased to state:

(a) whether it is a fact that textiles industry being the labour intensive industry of the country is also a value-added industry;

(b) if so, the reaction of the Government in this regard; and

(c) whether Government have formulated any proposal regarding action plan for encouragement for increasing the export of the textile products for development of textiles industry, if so the outline thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI BASANGOUDA R. PATIL): (a) Yes, Sir. Textile sector is the largest employer after the agriculture sector and also covers various value addition processes from production of fibre to readymades, through intermediate stages of manufacture of yarn, fabric and the processing and finishing of fabric.

†Original notice of the question was received in Hindi.